

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP#

TITLE: NIH Director's Pioneer Award Communications and Outreach

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Ann Dieffenbach

Phone-301-496-7301

Fax-301-402-0224

Proposal Address:

Billing Address:

NIH/NIGMS

Accounts Payable, OFM, NIH

45 Center Drive, MSC 6200

Bldg 31, Room B1B39

Bethesda, MD 20892-6200

Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE:

Anticipated start date of contract is Tuesday, December 21, 2004.

The contract will be for a one-year period with three option years.

C. PRICING METHOD: *Cost Plus Fixed Fee*

D. PROPOSAL INSTRUCTIONS:

Submit proposals via e-mail to dieffena@nigms.nih.gov

E. RESPONSE DUE DATE:

Proposals must be submitted by 4:00 p.m. eastern time on Tuesday, December 14, 2004.

F. TASK DESCRIPTION:

The National Institute of General Medical Sciences (NIGMS) requires assistance with communications and outreach related to the NIH Director's Pioneer Award program.

The specific tasks include, but are not limited to:

- Design and lay out print advertisements for the Pioneer Award program based on copy provided by NIGMS.
- Research the costs of advertising in journals identified by NIGMS and determine the most appropriate size ad for each publication.
- Research submission deadlines and determine the most appropriate ones based on the timing of the program announcement. (Ideal timing for ads to run is from mid-January to mid-February 2005.)

- Produce the ads in the required sizes and formats and submit them to the journals by the most appropriate deadline. Either pay advertising costs and bill to contract or work with NIGMS administrative staff to have NIGMS pay the advertising costs.
- Produce a full page-sized flyer based on the ad and distribute copies to identified professional society meetings in January through March, 2005.
- Send text announcements about the program to a list of nearly 200 professional and scientific societies in January 2005. (Note: NIGMS staff will have researched contact information for each organization, so the contractor will not need to do this except in the case of a few possible late additions to the list.)
- Track the pickup of announcements by professional and scientific societies.
- Track media pickup of announcements about the program, beginning in January 2005 and running through the end of the calendar year.
- If needed, produce PowerPoint slides about the Pioneer Award program for use by NIH staff members who give talks about it.
- Plan, publicize, and run a scientific symposium at or near NIH (most likely in September 2005) bringing together the winners of the 2004 and 2005 Pioneer Awards. Publicity will be to potential attendees (mainly scientists at NIH) as well as to media who might cover the event. Assist in running a media availability session with the 2005 awardees.
- Write material for the Pioneer Award Web site, including biographical sketches and descriptions of the research of the approximately 20 finalists in the 2005 award competition. Clear all material through awardees.
- Obtain photographs of the 20 finalists and permissions for their use on the Pioneer Award Web site and in other publicity material.
- Write news releases, an article for the *NIH Record*, and other publicity material.

Proposals should not exceed 10 pages plus the resumes of personnel identified to work on this contract.

G. EVALUATION FACTORS

- Demonstrated full understanding of the goals, expectations, technical aspects, and other requirements of this contract.
- Demonstrated successful performance in executing a contract of this nature. Proposals should identify specific past contracts and provide contact information for references on those contracts.
- Demonstrated skills and experience of the proposed staff in handling the specified tasks, including strong documented writing experience.
- Experience working with NIH and/or NIGMS.

Cost/Price

While price will not be the most important evaluation factor, proposed prices will be considered in determining the contractor that represents the best value to the government.

RFTOP# _____ TITLE: _____
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____ TO # NICS-

Contractor: _____
Points of Contact: _____
Phone- _____ Fax- _____
Address: _____

TOTAL ESTIMATED COST: _____ Pricing Method _____
TOTAL ESTIMATED NUMBER OF HOURS: _____
PROPOSED COMPLETION DATE: _____

FOR THE
CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____
(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____

FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED
TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING
OFFICER & PICS COORDINATOR

APPROVED: _____

Signature – , NIH-PICS Coordinator Date